Figure 1-1 Completed Action Worksheet

GET CLIENTS NOW!™ Action Worksheet

What strategies will you use?

1. Direct contact and follow-up
2. Networking and referral building
3. Public speaking
4. Writing and publicity
5. Promotional events
6. Advertising

Where are you stuck or what needs the most work?

- Filling the pipeline
- Following up
- Getting presentations
- Closing sales

How much business do you have now? 11 clients
How much business do you really want? 20 clients
What would that get you? Pay off my credit cards, take a vacation, feel less stressed

What is your program goal? A new clients by the end of the program
What will be your reward? Go on a ski weekend

Success Ingredients

1. Market niche definition
2. 10-second introduction
3. 3 networking venues

Target Date

10/06/06
10/13/06
10/20/06

Daily Actions

1. Spend 1/2 hour each day on my Success Ingredient project
2. Send letters or e-mails to 6 new people each week
3. Place warm calls to 2 prospects per day
4. Go to 1 networking event each week
5. Contact 3 new potential referral partners each week
6. Have lunch or coffee with a colleague once per week
7. Make 3 message board posts each week
8. Send 1 item of interest to 3 colleagues per week
9. Ask for a referral once per day
10. Visualize success daily

Special Permission: I give myself permission to have enough time for everything

Figure 5-2 Adding Daily Actions to the Action Worksheet

GET CLIENTS NOW!™ Action Worksheet

What strategies will you use?

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3. Public speaking
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5. Promotional events
6. Advertising

Where are you stuck or what needs the most work?

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